

**WCMH-TV  
NBC 4  
(Media General Communications Holdings, LLC.)  
Columbus, Ohio**

**Community Issues & Programming Report  
1<sup>st</sup> Quarter 2008  
January 1 to March 26, 2008**

**The following issues have been identified by WCMH-TV to be of concern to the Columbus, Ohio DMA**

- 1. Community/Downtown Development**
- 2. Drug Abuse**
- 3. Education**
- 4. Housing/Day Care**
- 5. Transportation/Infrastructure**
- 6. Health & Human Services**
- 7. Crime & Criminal Justice**
- 8. Youth/Family/Elderly**
- 9. Minority**
- 10. Employment**
- 11. Environment**
- 12. Cultural Arts**

## NBC 4, COLUMBUS, OHIO

### QUARTERLY ISSUES/PROGRAM REPORT

January 1 – March 31, 2008

NBC 4 attempts to serve the public interest by presenting broadcast material that treats significant issues of the people in central Ohio. The following is a brief description of some of the segments and programs we believe have provided the most significant treatment of those issues during the first quarter (January 1, 2008 – March 31, 2008), including the title of the program or segment, its length, date, and duration of the broadcast.

**Public Service Announcements**--:04 ID, :10, :15, :20, and :30 lengths; these short-form segments offer community awareness about an organization that serves a specific issue or publicizes one of the organization's fund-raising efforts.

**NBC 4 Today, NBC 4 Midday, NBC 4 at 5, NBC 4 at 6, NBC 4 at 11, NBC 4 Today Weekend Edition at 6 a.m. and 8 a.m. on Saturdays and at 7 a.m. and 9 a.m. on Sundays, and NBC 4 at 6 Weekend Edition and NBC 4 at 11 Weekend Edition.** Time: 5:00-7:00 a.m., 12:00-1:00 p.m., 5:00-6:00 p.m., 6:00-6:30 p.m., 11:00-11:35 p.m. Monday-Friday, 6:00-7:00 a.m. and 8:00-9:00 a.m. on Saturday, 7:00-8:00 a.m. and 9:00-10:30 a.m. on Sunday, 6:00-6:30 p.m. on Saturday and Sunday, and 11:00-11:35 p.m. on Saturday and Sunday.

#### I. COMMUNITY/DOWNTOWN DEVELOPMENT

NBC 4 at 6, January 8, 2008. Tax Breaks. Columbus City Council creating a committee that will look at all of the different things that can be done to help sustain and promote new small business in Columbus. Incentives the committee will look at providing will be tax breaks and access to lower interest business loans. 2:45 in length

NBC 4 at 11, January 21, 2008. Blighted Homes Bill. Citizens across the city dealing with the crime and blight that comes with vacant homes. In 2006 the mayor announced a plan to help blighted homes, but only about about 150 of the 4,000 homes have actually been knocked down. A new bill in the state senate would make it easier for the city to gain control of the properties and fix the problem. 2:11 in length

NBC 4 at 530, January 23, 2008. River South Development. Another planned development for downtown Columbus. The issue is Columbus has all sorts of condos already for sale and they aren't selling. We asked why the city would spend more money developing downtown when it seems people are buying. 2:30

NBC at 6, February 1, 2008. Westside Business. Residents on the West side of Columbus upset because they are losing their businesses left and right. They have decided to take matters into their own hands holding meetings and organizing so that they have a unified voice when dealing with the City of Columbus. 2:30 in length

NBC 4 at 530, February 8, 2008. Economic Stimulus Plan. The stimulus package passed by US Congress means a lot to Central Ohioans. We broke down what it all means and how people can get the money. 2:10 in length

NBC 4 at 6, February 19, 2008. School Sidewalks. Residents upset about a recent spike in pedestrians being struck, they speak out about the need for sidewalks near schools. We profiled areas where students are walking down streets to get to school and told people how to appeal to the city to get sidewalks in their area. 2:19 in length

NBC 4 at 530, February 28, 2008. Preservation Area. Merion Village residents trying to get an area of their community declared a preservation area under a new Columbus pilot program. The program would help maintain and even add value to the neighborhood by helping to preserve the unique qualities. 2:08 in length

NBC 4 at 5, March 13, 2008. State of the City Economy. On the day of the State of the City speech, Mayor Coleman vows to push forward with development initiatives despite the grim economic outlook. 2:35 in length

NBC 4 at 530, March 13, 2008. Southside Development. Part of the Mayor's State of the City includes a plan to restore a South side neighborhood along Parsons Ave. The city will tear down a large store to help start the rebuilding process in an area that residents feel forgotten about. :45 in length

NBC 4 at 530pm, March 20, 2008. Home Again Plan. The mayor's initiative to help repair or tear down blighted homes so that communities are more desirable. This program aims to tear down or rebuild 1000 blighted homes in the city of Columbus. 1:13 in length

NBC 4 at 6 and 11pm, March 20, 2008. Governor Strickland one-on-one interview. NBC 4's Colleen Marshall sat down with Ohio governor Ted Strickland to discuss the serious trouble the state budget is in. We asked what the governor will be doing to move the state forward through tough economic times, and if anything can be done to avoid a recession that a majority of NBC 4 viewers believe we are in according to a SurveyUSA poll. 2:03 in length

#### **Public Service Announcements**

DTV Answers/NAB  
:30 in length  
Aired January 11-February 9

DTV Education  
:30 in length  
Aired February 4-March 31

## **II. DRUG ABUSE**

NBC 4 at 6a, January 18, 2008. Cold Med FDA Warning. Big warning from the FDA against giving over-the-counter cough or cold medicine to children two years and younger. The FDA was prompted to action after it found that drug makers were putting poor dosing directions on the medicines and that misuse of the medicine was linked to life-threatening side effects. 1:02 in length

NBC 4 at 11pm, January 31, 2008. Drug Overdoses. Heroin has shot to the forefront of the minds of treatment centers like Maryhaven due to the spike in heroin addicts seeking treatment. This story showed one woman battling addiction and what she has to do every day to battle her disease. 1:15 in length

NBC 4 at 6pm, February 4, 2008. Rx for Savings. Coupons for Prescription drugs? We found several websites that give coupons for all kinds of brand name prescription drugs. The Savings programs range from coupons where you can get a portion of your co-pay, such as 15 dollars off your co-pay, some include a rebate program. Pharmacists say if there is some reason you have to use a brand name drug –coupons might help. But too often generics would work just as well. The FDA is now investigating to see if coupons prevent patients from paying attention to drug risks. 4:19 in length

NBC 4 11pm, February 6, 2008. Drug Overdose Warning. In regards to actor Heath ledger the examiner said his death was caused by a combination of drugs. Individually drugs can be effective but when you put them together they suddenly become dangerous. Always tell your doctor everything you are taking, they know what combinations work and which could be life threatening if taken together. 2:36 in length

NBC 4 at 6pm, February 20, 2008. Blow. An Energy Drink Mix called Blow. A very non glamorous website and Energy Drink. When Blow comes in the mail it's in a Styrofoam box with a I love blow sticker on the outside. When you open it you'll find a vial of the mix of course, a credit card and a mirror down in the bottom, plus pictures that look like bricks of cocaine. Its disturbing that its aimed towards kids under 18. 3:24 in length

NBC 4 at 5p, March 6, 2008. HGH Changes. A proposed Federal Law targeting athletes and others who misuse H-G-H would make it a schedule 3 controlled drug and nearing impossible for children with growth defects to get for needed therapy. Russell Silver Syndrome is a rare Genetic Growth Disorder. Children with this disease take daily injections. It helps with appetite and overall health. The Magic Foundation is working with us senators to reword the H-G-H Bill to protect children. 1:14 in length

NBC 4 at 5:30pm, March 10, 2008. Columbus Water Study. In Columbus Associated Press research shows Azithromycin, Roxithromycin, and Virginiamycin are just 3 of the 5 pharmaceuticals in the Water. A-P suggests these children are basically drinking trace amounts of drugs you discard at home. Our follow up on this story included information on why doctors believe this could lead to antibiotic resistance. 1:14 in length

## Public Service Announcements

Project Road Block

:15 in length

Aired January 1-January 26

Project Road Block

:30 in length

Aired January 1-January 29

## III. EDUCATION

NBC 4 at 5pm, January 8, 2008. Ohio School Safety Grade. Student Safety should always be a top priority for school officials. Ohio Board of Education Members discussed the idea of grading each public school on the level of safety it provides for students. They haven't determined what criteria would be used to determine a school's safety grade. 2:21 in length

NBC 4 at 6pm, January 11, 2008. Rap Back Program. This program was designed in response to an NBC 4 investigation that found school bus drivers were not getting the regular background checks that were required. 2:09 in length

NBC 4 at 9am, January 13, 2008. New Hilliard High School Bradley. Hilliard HS will open in fall 2009. The HS will be built on one hundred twenty acres of a former farm field in Brown township. 2:28 in length

NBC 4 at 6pm, January 14, 2008. Teacher Rules. Being a teacher you've got a check list to complete to be in the classroom background checks, licenses and with house bill 190 in affect teachers will be checked even more. Ohio education association says at a cost that's becoming too much. Last year the Ohio Attorney General's office announced it would increase its background check fee. 1:39 in length

NBC 4 at 5pm, January 16, 2008. OSU Alert System. The Ohio State University emergency notification system passes its first test 19 thousand notifications in 10 minutes. OSU is sending text messages to students who have signed up to receive such information in case of emergency. 2:07 in length

NBC 4 at 5:30pm, January 16, 2008. Ohio State Changes. Students at The Ohio State University had mixed views on switching the academic calendar from quarters to semesters sometime in the future. And a proposal to build ten thousand more housing units and renovates the current campus housing so that every freshman and sophomore could live on campus. 1:57 in length

NBC 4 at 5pm, January 28, 2008. Columbus Schools Meeting. The Administration plans to discuss their future with parents on the districts financial outlook. Status report on the school construction program, academic achievement progress report and information on a potential new academic plan. 2:19 in length

NBC 4 at 5pm, February 6, 2008. OU & Columbus State. Columbus State Community College students who earn their associates Degree in one of their 50-Plus applied science or business programs can apply to take Ohio University classes. After two years, the students would earn a bachelor of allied and technical studies degree without having to leave the Columbus state campus. 2:44 in length

NBC 4 at 5pm, February 14, 2008. Teacher Rules. Code of Conduct in regards to professional behavior. Educators who violate the standards can have their license suspended. Conduct that is unbecoming for an educator includes failing to complete criminal background check, using technology to host or post inappropriate material, relationships between educators and students, if they are abusing children verbally, psychologically or emotionally. 2:17 in length

NBC 4 at 5pm, February 22, 2008. Pickerington Levy. Pickerington Local Schools has Issue 9 which expires this year is on the ballot for renewal. It is a 5 year renewal levy and if it passes there would not be a tax increase for Pickerington residents. 2:21 in length

NBC 4 at 5:30pm, February 29, 2008. Inducing Panic Bill. Schools have experienced violent or catastrophic threats. The number of those threats caused the State Legislature to act. House bill 142 makes any type of threat to a school that induces panic a felony of the second degree. A person could spend 2 to 8 years in prison and pay up to 15 thousand dollars in fines. 2:17 in length.

NBC 4 at 5am, February 20, 2008. Reynoldsburg Levy. A proposed combined 4.4 mill bond issue and half a mill levy will go toward things like building a new elementary school and high school plus renovate 6 existing buildings. The Bond and levy would generate 56 million dollars and the state would then match 55 million dollars of that. 1:18 in length

NBC 4 at 5pm, February 25, 2008. Bloom Carroll. Bloom Carroll School System is asking for a 28 yr bond issue to build a new High School and 2 new Elementary Schools. They also need a income tax increase of 3 quarters of percent for operating expenses. 2:06 in length

NBC 4 at 5pm, February 28, 2008. School Residency. In the State of Ohio the law states a family has to prove residency in a school district to get a free education. A number of students in both Reynoldsburg and Gahanna are getting a free ride. Parents falsify enrollment forms so their child can go to what they believe is a better school district. It costs tax payer dollars to put a student through the school system. 2:58 in length

NBC 4 at 11pm, March 5, 2008. Linden School Plan. Schools in the Linden Area are being restructured. Starting next year Hamilton, Linden, South Mifflin, and Windsor elementary schools will house pre kindergarten through 6<sup>th</sup> grade students. And Linden McKinley High School. Will be turned into a 7<sup>th</sup> through 12<sup>th</sup> grade secondary school. 2:23 in length

NBC 4 at 5pm, March 11, 2008. 10 Worst Teachers. A 1 million dollar ad campaign will allow anyone 13 year of age and older to nominate who they consider the worst union protected teacher in America. Once the organizers identify who they consider the ten worst they'll offer payment of 10 thousand dollars. The Ohio Education Association which is the largest teachers union in the state responded by calling the campaign junk. 1:18 in length

NBC 4 at 6pm, March 11, 2008. Worst Teachers. Most of the popular newspapers in our nation are slamming teacher unions and calling them the biggest bully in schools stating that there are a number of incompetent teachers that will never be fired because of the protection of teacher unions. Instead of spending millions to smear teachers they could use that to improve public schools. 1:16 in length

NBC 4 at 5pm, March 13, 2008. Education in Ohio. 41 thousand students in Ohio did not graduate from high school last year. The lifetime earnings lost in Ohio for those not graduating was ten and a half billion dollars. And would have saved more than 500 million dollars in health care costs if those 41 thousand students would have earned their diploma. The other impact of High School Drop Out ratio is crime goes up also. 1:06 in length

#### **Public Service Announcements**

Parents V-Chip/Drugs

:30 in length

Aired January 5-March 29

Kids Inventions Promoting Creativity

:30 in length

Aired February 23-March 29

Kids Literacy

:30 in length

Aired February 23-March 29

#### **IV. HOUSING/DAY CARE**

NBC 4 at 11pm, January 9, 2008. Mortgage Program. Acorn announces that it will team up with Countrywide Mortgage to help keep subprime borrowers out of foreclosure. The story outlines how to get help. :50 in length

NBC 4 at 6pm, January 25, 2008. Fannie Mae Freddie Mac. Central Ohioans stand to benefit if Congress and the President follow through on their proposal to raise limits on loans from government backed mortgage companies. Central Ohioans would be able to get lower interest loans while being able to use those loans for higher priced homes. 1:14 in length

NBC 4 at 6pm Weekend, February 3, 2008. Care Dot Com. Childcare service site that goes beyond what online classifieds provide. They offer free background checks, criminal records, sexual offender data base and address verification. You can even listen to recorded evaluations of a child care provider from previous employers. The service fee to use care.com a month is 25 dollars. 2:46 in length

NBC 4 at 6pm, February 6, 2008. Foreclosure Bus Ride. Forced from their homes, unable to pay. It's foreclosure and it's a community crisis. Predatory lending is to blame for some of the foreclosed homes. Franklin County has the most foreclosures in Ohio. 3:07 in length

NBC 4 at 5:30, February 8, 2008. Foster Care System. Pending Legislation at the statehouse to improve Ohio's Foster care system to better protect Children, House Bill 214 passed in the House and now goes before the Ohio senate. It would require 36 hours instead of 24 of foster parent training. Senators also passed Senate Bill 162 requiring better background checks for foster parents. 2:34 in length

NBC 4 5:30pm, February 13, 2008. CO Detector Law. It's recommended by fire officials and the Health Department that you have a carbon Monoxide Detector in your home but, a majority of locals don't have one. If house bill 476 is signed into a Law those of you that own a home and use fossil fuels like coal, kerosene, oil, and wood to heat your home you may be required by law to have a CO Detector. 2:15 in length

NBC 4 at 6pm, February 15, 2008. FHA Requirements. For sale signs continue to pop up in subdivisions across Columbus and central Ohio. Strategic Mortgage Company states HUD is looking to off load the thousands of foreclosed home and FHA is helping out. According to HUD all owner-occupants get one thousand dollars in incentives. Buyers who get an FHA insured loan receive a total of 2,500 dollars they can use to fix up the home, pay closing costs, etc. FHA also has lowered its down payment fee from 3% to just 100 dollars. 2:58 in length

NBC 4 at 11pm, February 19, 2008. Fire Deaths. A burning candle caused the Monday morning fire. Matthew Vogt helped rescue others in the home after hearing the smoke alarm, but was unable to reach his step daughter. The tragedy highlights a growing concern for the state fire Marshall while this family "had" a smoke alarm. 2:55 in length

NBC 4 at 5:30pm, March 3, 2008. Public Servant Mortgage. Ohio's Heroes is a program that offers people in those positions a 30 year fixed mortgage at a quarter of a percent less than the traditional first time homebuyer program, That's Currently at 5-point 5 percent. How much you save differ my county. Among other qualifications, an individual must also be a full time paid employee, and there are income restrictions based on average purchase price of homes in each county. 2:31 in length

NBC 4 at 5:30, March 5, 2008. Franklin County Homeless Housing. Through Columbus' Home again initiative vacant homes become homes again-affordable homes for those most in need and at risk of homelessness. County commissioners allotted the Community Shelter Board and the affordable housing trust 3.25 million dollars each. The money from real estate conveyance fees set aside to help put a roof over the heads of thousands of local people including shelters and supportive housing. 2:24 in length

NBC 4 at 5:30pm, March 12, 2008. Housing Assessment. Everyone wants the most value for their home but in a tight economy an over inflated property assessment could be costing you. You go into the auditor's site they do 1000's of appraisals most the time they are not even getting in the property. Deadline to file a challenge with Franklin County Board of Revision is March 31<sup>st</sup>. 1:21 in length

NBC 4 at 5am, March 13, 2008. Housing Assessment-2. Last year there were 2,779 filings to Franklin County Board of Revision for tax assessment. In a tight economy an over inflated property assessment could be costing you. If your property is assessed at a lower value, your taxes go down. If it's higher your taxes go up. Deadline to challenge this is March 31<sup>st</sup>. :43 in length

NBC 4 at 5pm, March 13, 2008. Foreclosure Hotline. The State launched a hotline website and is spending millions to aid mortgage counseling services. Cheryl Price was nearly forced to foreclosure because of a sickness that kept her away from working and her mortgage payment added up. It helped her keep her in her home. 1:15 in length

NBC 4 at 5am, March 19, 2008. What to do to Sell. Before you list decide if you want to sell yourself or get an agent. Then you need to fix up the major issues. Once you close the sale notify the post office, utilities, etc. Make copies of important records you might need immediately or can't risk losing in the move. Find a mover. 1:05 in length

#### **Public Service Announcements**

Home Foreclosure Prevention/Phone Call

:30 in length

Aired February 25-March 30

Home Foreclosure Prevention/Dollhouse



## V. TRANSPORTATION/INFRASTRUCTURE

NBC 4 at 5pm, January 15, 2008.      Transportation and Gas Tax.      The Federal Government is considering a 5 to 8 cent increase in the Federal Gas Tax. Experts say that the increase is essential to provide funds for a deteriorating infrastructure and would be the first such increase since 1993. ODOT and MORPC agree that the money will be essential to accomplish Central Ohio's top projects like a fix in the 70/71 split. 1:19 in length.

NBC 4 at 6pm, January 30, 2008.      Bridge Inspections.      Pickaway County Engineer Robert Parker openly admits to NBC 4 that he is not inspecting all bridges according to the schedule mandated by State law because he can't afford to do so. Ohio State's Bridge Engineer Tim Keller tells us that what Parker is doing is illegal. Parker says the county only checks bridges on an annual basis if they aren't in satisfactory condition, meaning that he ends up with extra money to fix the bridges that aren't. 2:40 in length

NBC 4 at 5:30pm, February 14, 2008.      Saving Road Projects.      ODOT's Director said in the short term we're in pretty good shape financially but in the long term the picture is a lot bleaker. The outlook after today's trac meeting that 47% over-commitment is a low estimate. So trac is creating a transportation plan task force. Projects like 270-315 for this year & next will next year will continue and work on State Route 16 but the group will consider how to prioritize the fund projects after 2010. The group will also lobby congress to increase the federal gas tax a major source of o-dot's income. Congress hasn't passed an increase in 15 years. 2:11 in length

NBC 4 at 5pm, March 6, 2008.      Governor Rail Study.      Governor Strickland is asking Amtrak to evaluate the practicality of bringing passenger trains back to Ohio. He wants Amtrak to work with the Ohio rail development commission on a possible study. :23 in length

NBC 4 at 11pm, March 6, 2008.      OSU Lights & Crime.      City of Columbus and The Ohio State University flipped the switch on 150 new lights. The million dollar project has been one year in the making. Extra lighting could prevent crime and give some students the extra security they wanted and needed. 2:20 in length

NBC 4 at 5:30pm, March 10, 2008.      Columbus Water Study.      In Columbus Associated Press research shows Azithromycin, Roxithromycin, and Virginiamycin are just 3 of the 5 pharmaceuticals in the Water. A-P suggests these children are basically drinking trace amounts of drugs you discard at home. To date, the E-P-A doesn't regulate these drugs but those here think they should reconsider. 2:36 in length

NBC 4 at 6pm, March 10, 2008.      Side Streets.      City of Columbus said the drivers of the plow trucks are from the city, Franklin County, and private contractors are working to clear a total of 196 residential zones throughout Columbus. Mary Carran-Webster says the city made the decision to bring on private contractors and county drivers when officials recognized the magnitude of the storm. 1:10 in length

NBC 4 at 5:30pm, March 12, 2008.      Outer County Gas.      Gas Prices so high, people have to get part time jobs to pay to get around. The high prices could hurt potential vacationers to Ohio or businesses that come to trade shows. 1:09 in length

NBC 4 at 5pm, March 14, 2008.      Streetcars & State of the City.      In his state of the city address on Thursday, Mayor Michael Coleman pledge a street car system running along High Street and connecting downtown with the Short North, Italian Village and Ohio State's campus., Street Car lines cost about 10 million to 15 million a mile. Most streetcar lines stretch for less than 5 miles and their popularity so high that some developers will pay for the systems. :45 in length

NBC 4 at 6pm, March 19, 2008.      MORPC Meeting.      Earlier in the week we asked for viewers questions and ideas on how to improve the Central Ohio area infrastructure and commute and we took those questions to Mid-Ohio Planning Commission. Several community leaders were there and responded to the people's questions along with brainstorming other ways to help with rising fuel prices and how to fund infrastructure projects. 1:02 in length

NBC 4 Special Report: Flood Warnings-Road Closings aired Wednesday, March 19 from 3:00-3:01 p.m. and Thursday, March 20 from 11:00-11:01 a.m.

## VI. HEALTH & HUMAN SERVICES

- NBC 4 at 5pm, January 2, 2008.      Autism Bill. House Bill 170, if passed, would require health insurance plans to cover the treatment of children with autism. The Current law allows insurance companies to exclude coverage of autism. Six-hundred children diagnosed with autism each year only half get treatment at the center because their parents can't afford it. 2:31 in length
- NBC 4 at 5am, January 14, 2008.      Struggling Women Makeover. Linda Connolley was one of 15 women who received a new look, and a new outlook in the search for a job. These women received professional work attire and a much needed support system through the Dress for Success program. The participants also receive career development tools to help women thrive in work and life. 1:33 in length
- NBC 4 at 5pm, January 17, 2008.      Electric Rates Break. The issues of special contracts and side deals between electric companies and big corporations have made it to the statehouse. Utility companies give corporations and businesses a break in rate payments in the name of economic development but you the homeowner has to foot the bill facing rate hikes. 2:22 in length
- NBC 4 at 5:30pm, February 1, 2008.      Dog Cancer. A champion show dog and loyal companion was given 50 days to live last year because he had a melanoma in his oral cavity. A leader in cancer research at the Ohio State University said 50-60 percent of dogs reaching 10 years old will have cancer. He was involved in a clinical trial of new drugs, that drug was marketed on the human side after curing dogs with cancer. It has been 6 months since treatment and the dog is doing great. He hopes this will serve a huge purpose in cancer treatments. 2:48 in length
- NBC 4 at 6pm, February 12, 2008.      OSU Heating. It's a struggle to keep houses warm here on Ohio State's campus. Heating bills are very high for college students. The Ohio Department of Development tells us many college kids could qualify for the home energy assistance program or HEAP as long as the household's combined income falls at or below 175% below the federal poverty guideline. 2:15 in length
- NBC 4 at 5, February 14, 2008.      Bad Backs. Recent research found that people with spine problems spent just more than six thousand dollars a year in medical care in 2005, mostly for prescription drugs and drug treatments. Chiropractor Alisha Booher says you can save money by trying her treatment. You can also help yourself and save money by starting a stretching program on your own. 2:45 in length
- NBC 4 at Midday, February 15, 2008.      AEP Heap Help-OTS. Local energy company American Electric Power has announced it will provide one hundred thousand dollars in heating assistance to the corporation for Ohio Appalachian Development. :20 in length
- NBC 4 at Midday, February 19, 2008.      Flu Cases Rising. Even if you got the flu shot there's a good chance it will not stop you from getting the flu. CDC says the shot is only a good match for 40 percent of flu strains this year. Allens Pharmacy's been filling Tamiflu prescriptions. The drug is supposed to shorten the virus stay in children and adults but reports show it has not been effective. 2:20 in length
- NBC 4 at 8am Weekend, February 23, 2008.      Flu Season. Flu Cases are spiking almost everywhere in the entire country. 49 states are reporting widespread flu activity. Part of the problem is that not all of the flu strains circulating are matched in this year's vaccine. Cases are up significantly from last year and at least 22 children have already died from the flu. 2:58 in length
- NBC 4 at 5pm, February 28, 2008.      Budget Fix Bill. Director of the Ohio Department of MRDD says 17 million dollars in cuts are forcing them to move 160 people with disabilities out of centers and into the community. The only people who would be moved are those who can demonstrate independent living skills and they would work with family members and case workers in the process. To save on operating costs, the rooms at the center will remain empty. 1:49 in length
- NBC 4 at 5pm, March 25, 2008.      Hospital Data Base Update. OSU Medical Center is putting data about health services and doctors on its website to help people decide if their hospital is the best place for them. The site includes reviews from other patients about their experience at the OSU Medical Center.
- NBC 4 at 5pm, March 28, 2008.      SB 311 Vaccines. An Ohio State Senate proposed law would require all students and prospective students of all public and private colleges and universities in Ohio to get vaccinated for meningococcal meningitis and hepatitis B before being allowed to reside on campus. The bill would allow certain students with medical or religious conditions to apply for a waiver. 1:10 in length



**Public Service Announcements**

Autism Awareness/Babysitter

:15 in length

Aired February 4-February 22

Autism Awareness/Golf

:15 in length

Aired March 23 only

Autism Awareness/Lightning

:15 in length

Aired February 8-March 23

Autism Awareness/Golf

:30 in length

Aired January 12-March 29

Salvation Army Evergreen

:10 in length

Aired March 3-March 26

Salvation Army Evergreen

:15 in length

Aired February 1-March 23

Salvation Army Evergreen

:20 in length

Aired January 18-March 17

Salvation Army Evergreen

:30 in length

Aired January 13-February 17

United Way Campaign '07

:04 in length

Aired January 20-March 30

United Way Campaign '07

:10 in length

Aired March 2-March 25

United Way Campaign '07

:15 in length

Aired February 3-March 2

United Way Campaign '07

:20 in length

Aired January 11-March 28

United Way Campaign '07

:30 in length

Aired January 13-March 2

NBC 4/WNCI Red Cross Blood Give-In/Jym Ganahl version

:04 in length

Aired January 1 only

NBC 4/WNCI Red Cross Blood Give-In/Dave Trygar version

:04 in length

Aired January 1 only

NBC 4/WNCI Red Cross Blood Give-in  
:10 in length  
Aired January 1-January 2

NBC 4/WNCI Red Cross Blood Give-in  
:15 in length  
Aired January 1-January 2

Flu Prevention  
:10 in length  
Aired January 22-March 1

Flu Prevention  
:30 in length  
Aired January 22-March 1

Flavors of the Vine/Recreation Unlimited Benefit  
:04 in length  
Aired January 18-February 7

Flavors of the Vine/Recreation Unlimited Benefit  
:10 in length  
Aired January 22-February 4

Flavors of the Vine/Recreation Unlimited Benefit  
:15 in length  
Aired January 16-February 7

Stroll for Epilepsy  
:04 in length  
Aired January 9-January 25

Stroll for Epilepsy  
:10 in length  
Aired January 9-January 25

Stroll for Epilepsy  
:15 in length  
Aired January 11-January 25

Blindness Prevention  
:30 in length  
Aired February 24-March 30

Childhood Obesity Awareness  
:30 in length  
Aired February 23-March 29

Adult Diabetes Prevention  
:30 in length  
Aired February 25-March 30

Kids Nutrition Education/Soccer Girl  
:30 in length  
Aired February 29-March 2

Kids Nutrition Education/Junglebook Animation  
:30 in length

Aired February 23-March 29

Kids Nutrition Education/Gym Boy

:30 in length

Aired February 23-March 29

Stroke Awareness

:15 in length

Aired February 29-March 24

Stroke Awareness

:30 in length

Aired February 24-March 30

## VII. CRIME & CRIMINAL JUSTICE

NBC 4 at 11pm, January 23, 2008. Delaware Police Dog. Argo, the new German shepherd in Delaware, and his handler spent six weeks at K-9 training school. Argo is a drug trained K-9. 2:18 in length

NBC 4 at 11pm, January 30, 2008. Morrow County Sheriff Cuts. Morrow County Sheriff Brenneman says that his office is in a fiscal emergency and will have to lay off all of its dispatchers and some of its jail staff to keep operating. This will mean that deputies will come off the streets to run the dispatch center and keep the jail running. It may also mean that some low-level offenders are let out of jail early. 1:19 in length.

NBC 4 at 5pm, February 7, 2008. West Side Gang Initiative. Block watch activated on west-side to concentrate on gang activity... it's a new Columbus Police community policing initiative and includes a link online where you can go to anonymously report gang activity. 2:31 in length

NBC 4 at 11pm, February 5, 2008. Citizen Observer Program. Citizen Observer Alert system up and ready to alert citizens neighborhood watch programs of safety alerts from Columbus police. 2:16 in length

NBC 4 at 8am Sat, February 9, 2008. Cold Case. Alissa Lynn Clere, drug addict found dead on April 18, 2007. Brandy, her daughter who is a drug and alcohol counselor encourages anyone who knows anything to call the police. 2:48 in length

NBC 4 at 5pm, February 20, 2008. Sex Offender Ruling. Registered sex offenders can continue to live within 1000 feet of restricted school zone. 2:35 in length

NBC 4 at 6pm, February 26, 2008. Walgreen's Drug Ring. Larry Utey & Eric Hutson, suspects in a rash of pharmacy robberies were apprehended by CPD. 2:01 in length

NBC 4 at 6, Weekend, March 1, 2008. Lewis Family Workshop. Ami Lewis discusses the murder of her son Dennis and how his murder prompted an Anti-violence workshop. 2:30 in length

NBC 4 at 6pm, March 5, 2008. Franklin County Crime Grant. Federal assistance maybe cut for Franklin County ICE and SAVE. Det Martin encourages citizens to contact commissioners. 2:39 in length

NBC 4 at 5:30pm, March 4, 2008. OSU Cell Phone Safety. Cell phones can cause a false sense of security to students on campus. 2:22 in length

NBC 4 at 11, March 13, 2008. Columbus Police Department Campus Crime Push. Spring Break at OSU, crime enforcement pro-active measures being taken. 1:09 in length

## VIII. FAMILY-YOUTH-ELDERLY

NBC 4 at Midday, January 29, 2008. Children's Heart procedure. Jessica Lane's baby Brenlee diagnosed with HLHS which is typically fatal. 3:02 in length

NBC 4 at 5:30pm, January 29, 2008. Pharmacy Drive Thru. According to a study conducted at The Ohio State University, pharmacy drive-thrus could cause problems such as wrong medicine to wrong patients, not all questions answered properly. 3:31 in length

NBC 4 at 5pm, February 4, 2008. Baby Product Study. Phthalates can be found in many baby products. FDA says there is no compelling evidence that phthalates pose a safety risk. 2:38 in length

NBC 4 at 5pm, February 11, 2008. College Financial Aid. Beverly McCarren wrote book on a Mom's Guide to Paying for College. 2:36 in length

NBC 4 at 6pm, February 11, 2008. Grocery Savings. Shop smart at the grocery store and various tips on cutting your grocery bill nearly 50% are shared in this report. 4:05 in length

NBC 4 at 5, February 14, 2008. Home Health Care Pkg. Searching for a HHC Agency attorney General has a check list you should go by. We tell the story of one woman who ran in to big trouble after she was taken advantage of. 2:09 in length

NBC 4 at 6, February 18, 2008. Pediatrician Check Up. Choosing the right pediatrician for your child. Nationwide Children's hospital pediatricians are required to be board certified. 1:31 in length

NBC 4 at Midday, February 26, 2008. Tax Cuts you may not know. 2007 was the last year for energy efficiency tax credits, but you can still make amendments. 1:36 in length

NBC 4 at 6am, March 6, 2008. Elderly Drug Prices. Rx drug prices are high for the elderly. What help is out there to help them. :27 in length

NBC 4 at 6pm, March 6, 2008. What Kills Kids. 205 children ages 0-18 years old died in 2005 in Franklin County. Nationwide Children's Hospital is holding a program on April 12 to educate adults on safe sleep practices for babies. 1:14 in length

NBC 4 at Midday, March 7, 2008. Grove City Hit and Run. Raven McConnell, 14, year old Brookpark Middle School student was struck by car and killed walking home from a library in a rainstorm. 1:02 in length

NBC 4 at Midday, March 11, 2008. After Snow Home. When cleaning up the melting ice & snow on your house you need to be careful and do it correctly or you could have bigger problems. 1:12 in length

NBC 4 at Midday, March 14, 2008. Fire Hero. Firefighters son, 10 year old Kallob Watts saved family's life at house fire. Local fire dept plans to recognize Kallob's heroism. 1:26 in length

Meet the Press aired Sundays in January, February and March from 10:30-11:30 a.m.; Repeat aired 3:30-4:30 a.m.

Dateline NBC aired Sunday, January 20 from 7:00-9:00 p.m.; Friday, February 22 from 10:00-11:00 p.m.; Friday, February 29 from 9:00-11:00 p.m.; Sundays March 2, 16, and 23 from 7:00-9:00 p.m.; Fridays March 7, 14, 21, and 28 from 9:00-11:00 p.m., and Sunday, March 30 from 8:00-9:00 p.m.

NBC News Special Report: New Hampshire Primary Election Report aired Tuesday, January 8 at 8:00 p.m., 8:12-8:14 p.m., 9:52-9:53 p.m., and 10:32-10:34 p.m.

NBC News Special Report: Michigan Primary Election Report aired Tuesday, January 15 from 9:03-9:04 p.m.

NBC News Special Report: South Carolina Republican Primary Election Report aired Saturday, January 19 from 9:26-9:28 p.m.

NBC News Special Report: South Carolina Democratic Primary Election Report aired Saturday, January 26 from 8:05-8:06 p.m.

2008 State of the Union Address aired Monday, January 28 from 9:00-10:33 p.m.

NBC News Special Report: Florida Primary Election Report aired Tuesday, January 29 from 9:24-9:26 p.m.

NBC News Special Report: Super Tuesday Primary Election Report aired Tuesday, February 5 from 8:00-8:03 p.m., 9:00-9:03 p.m. and 9:30-9:33 p.m.

NBC News Special: Super Tuesday aired Tuesday, February 5 from 10:00-11:00 p.m.

NBC News Special Report: Chesapeake Primary Election Report aired Tuesday, February 12 from 8:00-8:01 p.m. and 9:30-9:31 p.m.

NBC News Special Report: Wisconsin, Hawaii, and Washington Primary Election Report aired Tuesday, February 19 from 9:21-9:23 p.m.

Ohio Democratic Primary Debate '08 aired Tuesday, February 26 from 9:00-10:39 p.m.

NBC 4 Decision '08 aired Tuesday, February 26 from 10:39-11:00 p.m.

NBC News Special Report: Ohio, Texas, Rhode Island and Vermont Primary Results aired Tuesday, March 4 from 8:00-8:01 p.m., 9:00-9:02 p.m., and 10:58-10:59 p.m.

#### **Public Service Announcements**

Action for Children

:15 in length

Aired January 19-March 2

Action for Children

:30 in length

Aired January 12-March 29

Children's Hunger Alliance

:10 in length

Aired January 20-March 8

### **IX. MINORITY**

NBC 4 at 5:30pm, January 29, 2008. Minority Business. Ohio Dept. of Development awarded \$3,000,000 to help encourage new minority businesses and further develop existing ones. 2:18 in length

NBC 4 at 6pm, February 19, 2008. CPD Diversity. Lindsey Alii, female recruit for CPD a small part in the city's diverse population. We found that the CPD force is far from representative of the diverse population of the city of Columbus and outlined what CPD is doing to try to fix the problem. 2:21 in length

NBC 4 at 11pm, February 20, 2008. Autism Rule. Severe budget cuts threaten to cut Medicaid funding. Medicaid is widely relied upon by people with disabilities to allow them to get services which allow them to live and function. The budget cuts could cut one on one program that helps children with autism. 3:03 in length

NBC 4 at 6pm, February 22, 2008. Hate Crimes up. Hate crimes are up in both Ohio and nationwide. Freshman at The Ohio State University are now required to take a cultural diversity class. We also highlighted the Columbus Police hate crime initiative that works to quickly identify and attack crimes motivated by hate. 3:39 in length

NBC 4 at 11pm, March 3, 2008. Kids in Peru. Bringing money, clothes and toys to abused children in Peru. This program also teaches students how people in other countries live and the barriers they have to overcome to obtain an education, leading to a deeper appreciation for the opportunities the kids enjoy. 2:42 in length

NBC 4 at Midday, March 11, 2008. Anti-discrimination law. New law proposed in Ohio that would make it illegal for municipalities to discriminate based on gender identification or sexual orientation. There is currently no state law that protects people, and only a few municipalities have ordinances. 1:34 in length

NBC 4 Daily Planner, March 14, 2008. Women in Science. Women in science day at OSU participants can enroll in 23 different science-related workshops, and highlights the need for women in the science field. 1:43 in length

NBC 4 at 11pm, March 24, 2008. SUPCO and Retirees. The OH State Supreme Court has ruled that business can spend more on retirees under the age of 65 than those above without breaking age discrimination laws. AARP says that this

will mean that millions of older Americans face a future without the medical benefits that were promised to them. 1:49 in length.

**Public Service Announcements**

Martin Luther King, Jr. Open House  
:04 in length  
Aired January 6-January 20

Martin Luther King, Jr. Open House  
:10 in length  
Aired January 6-January 19

Martin Luther King, Jr. Open House  
:15 in length  
Aired January 5-January 21

Black History Month/Mike Jackson  
:05 in length  
Aired February 10-February 29

Black History Month/Candice Lee  
:05 in length  
Aired February 11-February 29

Black History Month/Mike Jackson  
:10 in length  
Aired February 10-February 29

Black History Month/Candice Lee  
:10 in length  
Aired February 10-February 29

Black History Month/Mike Jackson  
:15 in length  
Aired February 8-February 28

Black History Month/Candice Lee  
:15 in length  
Aired February 8-February 29

Black History Month/Mike Jackson  
:20 in length  
Aired February 10-February 17

UNCF/Bloodbank  
:15 in length  
Aired March 1-March 23

UNCF/National Anthem  
:30 in length  
Aired March 2-March 30

**X. EMPLOYMENT**

NBC 4 at 6pm, January 21, 2008. CPD Minority YouTube. Columbus Police hopes to recruit a more diverse force that represents the city's diverse population. They have turned to YouTube to start recruiting. NBC 4 asks if this is enough and drills down on the real problem and potential recruits tell us it's the test that makes it hard for minorities to get accepted. 2:33 in length



- NBC 4 at 11, January 23, 2008. State Budget. Medicaid program may be cut at Columbus Speech & Hearing. Up to 1,300 jobs will also be lost as a result of the announced 730 million dollars in cuts to keep the budget balanced in 2008-09 biennium. The State of Ohio is the largest employer in Ohio. 3:01 in length
- NBC 4 at Midday, February 7, 2008. Ohio Job Stimulus. Governor wants to spur jobs in Ohio. This Ohio Job Stimulus is his plan that would bring more jobs to the State and higher paying tech jobs to Central Ohio. 2:45 in length
- NBC 4 at 5:30pm, February 21, 2008. Sick Leave. Ohio may make a law that says companies are required to provide 7 sick days/year. We presented both sides of this story from the employees side that believes they need more sick time and from the businesses side that say requiring more sick time means a higher cost of doing business in the state. The fear is that if this law passes it will make it even more difficult to attract new businesses/jobs to the state and keep the ones we already have. 2:31 in length
- NBC 4 at 6, March 12, 2008. NetJets Stays. Net Jets is going to stay in Columbus. Not only will that preserve the hundreds of jobs already here, but it will mean that we will add another 810, not to mention the additional jobs that will be created by the mayors plan to make NetJets the catalyst for an aviation corridor. 1:20 in length
- NBC 4 at 530, March 26, 2008. Teen Employment. According to the Center for Labor Market Statistics, teens need to start looking now for summer jobs because of the small number of part-time jobs that will be available as business are keeping a close eye on their bottom lines. The story includes tips on how to land that summer job. :24 in length

## X1. ENVIRONMENT

- NBC 4 at 530pm, January 22, 2008. Ride Share. MORPC offers a ride share from Springfield which is over an hour away. The purpose is to try to help people car pool, cutting down on the number of people on the roadways which helps the environment, and saving people money by transporting them for a fraction of a the cost of operating their own vehicles. 1:28 in length.
- NBC4 at 11pm, January 22, 2008. State Vehicles. The state is replacing all of its mid-size cars that break down with compact cars to help save money on fuel costs and help the environment by decreasing the amount emissions given off.
- NBC 4 at 11pm, February 24, 2008. Governors Global Warming. Governor Strickland proposed a stimulus package that spends \$250 million on alternative energy sources. The sources get us away from fossil fuels that traditionally cause pollution and using more "green" energy. :23 in length
- NBC 4 at 11, February 29, 2008. Poacher Investigation. Poachers of deer found in Reynoldsburg. These will be the first people to be prosecuted under a new law with stricter penalties for poachers going after "trophy" deer outside of the hunting season. 2:15 in length
- NBC 4 at 11pm, March 1, 2008. Carbon Offsets. Green-E, a watchdog group for consumers have programs available to public. 1:10 in length
- NBC 4 at 11pm, March 3, 2008. Perry Co. Puppies. Perry County abused/malnourished puppies. Perry county doesn't have a shelter and all the foster homes are filled. This means that hundreds of animals across the county are being neglected with no one to look after them and no one to help the problem. 2:29 in length
- NBC 4 at 5pm, March 14, 2008. Air Quality Information. EPA has lowered safe ozone limits so we will have more ozone alert days. It also means that counties will have to work harder to come in to compliance with the stricter limits. We answer a question about whether Central Ohioans could see e-checks. 1:11 in length
- NBC 4 at 5:30pm, March 14, 2008. Flood Awareness. Melting of snow could cause flooding. The story talked about what you can do to make sure that your house stays dry. We also gave people information on flood insurance, how to get it, and how to go forward with a claim. :46 in length
- Special Edition NBC 4 Today (Winter storms) aired Monday, February 11 from 4:30-5:00 a.m.; Thursday, February 21 from 4:30-5:00 a.m.; Tuesday, February 26 from 4:30-5:00 a.m.

NBC 4 Special Winter Storm Report aired Friday, March 7 from 2:00-2:01 p.m., 2:30-2:31 p.m., 3:00-3:01 p.m., 3:30-3:31 p.m., 4:00-4:02 p.m., 4:30-4:34 p.m., 8:50-8:54 p.m., 10:02-10:06 p.m.

NBC 4 Special Winter Storm Report aired Saturday, March 8 from 5:00-5:08 a.m., 5:30-5:40 a.m., 7:00 a.m.-1:00 p.m., 1:30-1:35 p.m., 2:00-2:04 p.m., 2:30-2:34 p.m., 3:00-3:05 p.m., 3:30-3:35 p.m., 4:31-4:35 p.m., 5:00-5:04 p.m., 5:30-5:35 p.m., 8:04-8:07 p.m., 8:57-8:59 p.m., 9:56-10:00 p.m., 10:23-10:25 p.m.

NBC 4 Special Report: Gov. Strickland Press Conference regarding Winter Storm aired Saturday, March 8 from 4:00-4:12 p.m.

NBC 4 Special Winter Storm Report aired Saturday, March 8 from 6:30-7:00 p.m.

Special Edition NBC 4 Today—Winter Storm aired Monday, March 10 from 4:30-5:00 a.m.

#### **Public Service Announcements**

Winter Crisis Program/Jym Ganahl

:04 in length

Aired January 20-March 30

Winter Crisis Program/Dave Trygar

:04 in length

Aired January 26-March 23

Winter Crisis Program

:15 in length

Aired January 13-March 28

Winter Crisis Program

:20 in length

Aired January 13-March 21

## **XII. CULTURAL ARTS**

NBC 4 Midday January 1, 2008. Celebs 2008. A preview story on what Hollywood insiders believe will be the big stories in 2008. 1:50 in length.

NBC 4 at 11pm January 22, 2008. Heath Ledger Dead. Beloved actor Heath Ledger was found dead in his Manhattan apartment. This story outlined his life and how he impacted the acting profession.

NBC 4 at 6am Sat, February 16, 2008. Digital TV converter. [www.DTVAnswers.com](http://www.DTVAnswers.com) is the website to go to get coupons for converter that will switch your television set to digital. We are giving people all sorts of information about how to get their TV to work after the digital conversion in February 2009. 1:14 in length

NBC 4 at 530pm, February 21, 2008. Internet Smear Campaign. The social culture has arrived, and with it a flurry of websites that allow people to voice their opinions, communicate with each other, and post rants about people that might not be true. This story lets people know how to avoid being a victim of these sorts of rants. 1:09 in length

NBC 4 at Midday, February 25, 2008. Oscars Wrap. Oscar wrap-up from Sunday night Oscars. :2:13 in length

NBC 4 at 6Am. February 29, 2008. Mixin' it up with Monica. Weekend events with Monica Day. 1:07 in length

NBC 4 at 6Am, March 7, 2008. Mixin' it up with Monica. Weekend events with Monica Day. :56 in length

NBC 4 at 6PM, March 19, 2008. Terrell Pryor a Buckeye. The most sought after high school football recruit in the country commits to The Ohio State University. Fans and teammates as well as coaches are ecstatic. :57 in length

Buckeye Nation: The National Championship aired January 4 from 7:00-7:30 p.m. and was re-broadcast on January 6 from 11:30 a.m.-12:00 p.m.

**Public Service Announcements**

NBC 4 Community Calendar

:30 in length

Aired January 2-March 31

Broadway Across America Education Program/The Wedding Singer

:15 in length

Aired January 6-January 13

Broadway Across America Education Program/Camelot

:15 in length

Aired January 23-February 10

Broadway Across America Education Program/Avenue Q

:15 in length

Aired March 4-March 30

Columbus Arts Festival Volunteer Solicitation

:04 in length

Aired March 17-March 31

Columbus Arts Festival Volunteer Solicitation

:10 in length

Aired March 17-March 30

Business Arts Partnership Awards Winners

:15 in length

Aired March 27-March 31